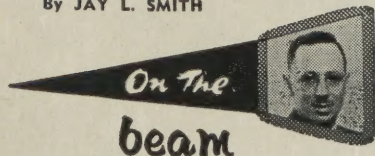


'Peg Ozone's Free Admission Jag

By JAY L. SMITH



The Canadian Broadcasting Corporation, in its annual report released last week, revealed that it wound up the year ending March 31, 1956, with a deficit of \$1,358,621 for its combined radio and television operations, as against a profit of \$4,267,668 the previous year.

Breakdown of the figures contained in the annual report shows that in the television field, the CBC operating expenditures for Canada's two-language, publicly-owned television system rose to \$25,274,260 compared with \$15,915,901.

Commercial television revenues continued to rise, increasing to \$7,403,438 from \$4,157,325 in 1954-55, but income from the tax on the sales of sets and parts rose by only \$778,026 to \$17,737,991. These two sources made up the bulk of the total operating revenue of \$25,362,088.

Thus the TV service finished the year with a profit of \$1,071,791 after allowing for depreciation. In 1954-55, profit on the TV service was \$4,479,421.

In the radio broadcasting field, advertising revenues continued to decline almost entirely offsetting an unexpected increase in revenue from the tax on sales of radio sets and parts. The CBC ended the year with a deficit of \$286,830 on its sound service after providing for depreciation. This was about \$75,000 greater than the 1954-55 deficit in radio.

The report estimates that more than 2,000,000 homes are equipped with TV receivers in Canada, and that television service has been brought within reach of 80 per cent of the population. There are six CBC and 22 privately-owned

(Continued on Page 4)

Daily Papers Play Up Charges Of Monopolistic Film Tactics

(Special to The Digest from our Winnipeg Correspondent)

Winnipeg: Space on the front page of local dailies for movie houses is a rarity, but the Circus Drive-In, Kirkfield Park, St. James, Man., has been really breaking into print. A short time ago it was reported that the Circus Drive-In was admitting patrons free of charge, and one wondered how long it would last.

Fred Leavens New Regional Supervisor

Toronto: Fred C. Leavens, former manager of the Circle Theatre, Toronto, and at the Elmdale, Ottawa, for the past five years, moves into Odeon headquarters at 20 Carlton Street, Sept. 1, to become supervisor of Regional Theatres

(See LEAVENS Page 4)

Local dailies investigated and found that Harold Diamond, manager of the independently-owned drive-in intends to go on showing free movies indefinitely, and he is protesting against what he calls, "monopolistic" theatre tactics in Greater Winnipeg.

(See "PEG DRIVE-IN" Page 5)

RKO Featuring "Dan O'Shea Sales Drive", Aug. 31-Dec. 20

Toronto: Jack Labow, Canadian District Manager for RKO, on the eve of departure for a series of meetings with branch managers and salesmen across Canada, pledged the whole-hearted support of the Canadian district, and its six branches, to the "Dan O'Shea Drive," announced last week by Walter Branson, RKO's Vice-President in Charge of World-Wide Distribution.

"Canada was right up at the top of the list in RKO's last sales drive," said Labow, "and you can be sure we will all be in there pitching to make an even better showing for the new RKO."

In announcing the sales drive, which will run for 16 weeks be-

(See RKO DRIVE Page 4)

More Tax Relief

Owen Sound: The four theatres at Owen Sound are the second group in Ontario to secure a tax concession from a municipality, the result of a campaign by the Centre, Roxy, Classic and Savoy. The successful result brought a reduction in the local seat tax from 25c to 10c per year. Previously the four theatres at Oshawa secured a substantial reduction in the city's annual license fee.

Veteran F-P Ottawa Operator Passes

Ottawa: Funeral services for William Herbert (Bill) Hartnett, who died after a long illness, were attended by theatre managers and representatives of the IATSE and Moving Picture Operators' Union, of which he was business manager

(See VETERAN Page 3)

Dydzak-Union Battle Still Going Strong

Toronto: Continued struggle between Joseph Dydzak, a well-known drive-in theatre operator, and the Projectionists' Union, over non-union booth help in the drive-ins at Windsor and Hamilton, continued this week, with more peaceful picketing than last week, when virtual riots occurred at the Windsor and Clappison Drive-Ins. At Hamilton, the union distributed passes in front of the Hamilton and Clappison Drive-Ins, the passes good for a free admission to A. I.

(See BATTLE Page 4)

Kalmenson Announces Roy Haines New W-B General Sales Manager

New York: Roy Haines has been appointed General Sales Manager of Warner Bros. Pictures, Inc., it was announced last week by Benjamin Kalmenson, Executive Vice-President. Mr. Haines, formerly Western Division Sales Manager, succeeds Benjamin Kalmenson as the film company sales head.

Haines is a seasoned veteran in motion picture distribution, with sales experience throughout the United States and Canada. Starting

(See HAINES Page 4)

Tax Drops \$14,000

Regina: Amusement tax figures point up the decline in Regina's movie attendance. For the first six months, the total was \$46,421, a drop of \$60,049 from the same time last year.

UA WORLD GROSS UP OVER \$4,000,000 TO \$28,330,000 FOR FIRST SIX MONTHS. PRESIDENT ARTHUR KRIM PREDICTS RECORD \$65,000,000 GROSS FOR YEAR.



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M-G-M presents in CinemaScope and Metrocolor • June Allyson • Joan Collins • Dolores Gray • Ann Sheridan • Ann Miller • Leslie Nielsen • Jeff Richards in "THE OPPOSITE SEX" co-starring Charlotte Greenwood • Agnes Moorehead • Joan Blondell • Sam Levene • and Guest Stars: Harry James • Art Mooney • Dick Shawn • Jim Backus • with Bill Goodwin • Screen Play by Fay and Michael Kanin • Adapted From a Play by Clare Boothe • New Songs: Music by Nicholas Brodsky Lyrics by Sammy Cahn • Directed by David Miller • Produced by Joe Pasternak

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"KEEP LOOKIN'! THERE'S MORE COOKIN'!"

5 Features From UA For August Release

Toronto: Russ-Field's "Run For The Sun," Superscope adventure spectacle, heads the list of United Artists features set for Canadian release in August, it was announced by Charles S. Chaplin, Canadian District Manager. The other films are "The Beast of Hollow Mountain," "Huk," "Hot Cars" and "Emergency Hospital."

Filed on location in Mexico, "Run For The Sun" stars Richard Widmark, Trevor Howard and Jane Greer. Roy Boulting directed and co-authored the screenplay with Dudley Nichols. Robert Waterfield was executive producer. Harry Tattelman produced the film in Superscope and Technicolor.

"The Beast of Hollow Mountain," in CinemaScope, Color by DeLuxe and the new Regiscope process, was produced by William and Edward Nassour, and stars Guy Madison and Patricia Medina. Edward Nassour directed from a screenplay by Robert Hill.

"Huk," starring George Montgomery and Mona Freeman, is a story of post-war upheaval in the Philippines, where it was filmed on location near Manila. Collier Young produced and John Banwell directed the film from Stirling Silliphant's screenplay. The picture was shot in Eastman Color.

"Hot Cars," Bel-Air Productions' expose-drama of the Los Angeles stolen car racket was produced by Howard W. Koch and directed by Donald McDougall. John Bromfield, Joi Lansing and Mark Dana are starred and Aubrey Schenck was the executive producer.

"Emergency Hospital," a Bel-Air Productions' suspense drama starring Walter Reed, Margaret Lindsay, John Archer and Byron Palmer, was produced by Howard W. Koch, and directed by Lee Sholem from a screenplay by Don Martin. Aubrey Schenck was executive producer.

Sign British Star

Hollywood: Patricia Owen, prominent British stage and TV actress, has been signed to a long-term contract at 20th Century-Fox and handed a co-starring role in "Jesse James" with Robert Wagner and Jeffrey Hunter.

Producer Herbert Bayard Swope, Jr., listed a tentative starting date of the first week in August for the CinemaScope version of "Jesse James."

Across the Country

Toronto

A repeat engagement of "Guys and Dolls" at regular prices has been set in as a summer run at the Odeon Theatre on Carlton Street, Toronto, following its second booking on a similar basis elsewhere in Ontario. The attraction recently played first run for three nights at the Lindsay Drive-In after previously playing a week at an ozoner at Windsor.

Miss Mary Wallace has resigned as assistant manager of the Lincoln Theatre, St. Catharines, to be married. She was assistant for some 16 years to Roy Miller, manager and a past president of the Motion Picture Theatres Association of Ontario. Miss Davolyn Imrie, who had been a relief cashier, has been named assistant manager of the Lincoln.

The Savoy Theatre, an independent 520-seat house at London, Ont., has adopted the policy of two admissions for the price of one for an indefinite period.

The Scarboro Drive-In Toronto, a unit of 20th Century Theatres, has installed a king-size moving picture screen.

Walter Kennedy, Empire-Universal's veteran drum-beater, was saddened this week by the death in Buffalo of his only brother, Bill.

Winnipeg

Visitors to Winnipeg last week included G. Miller, Kelvington; C. Bailey, Dryden; Mike Zich, Esterhazy; A. Hart, Preeceville.

New booker at Warner Bros. is Jules Morry, replacing Joe Brown, now with United Artists.

The Northmain Drive-In in Winnipeg, features dancing in its Skylite Roof to the music of Redje Betsly, on Friday evenings.

Vancouver

Sympathy is extended to Maynard Joiner, F-P district manager, whose mother died here last week in her 90th year.

Bill Sharp, who operated the biggest circuit of small town theatres, and the Calgary film exchange screening room for many years before he retired to live on the Coast, died at his home in West Vancouver recently; he was 82. His son, Gray, operates Sharp Theatre Equipments in Calgary.

The father of Tom Boudreau, manager of the Odeon, Abbotsford, B.C., died in hospital there recently.

Gay Carl, Paradise secretary, is in Calgary for a family re-union with her mother from New York, a sister from California, another sister who lives in Calgary, and a brother-in-law from England.

Peggy Menzies, assistant at the Dominion, is on a California vacation. Al Jenkins, Vogue manager, and family, vacationing at Penticton.

Competition is real keen with the two drive-in theatres at Penticton. The Twilight, a new ozoner which opened next door to the Pines, and the latter are both featuring bingo, and running free Sunday night shows sponsored by local service clubs. Split in the business results in neither showing much profit. Snack bar sales are the difference between profit and loss, the operators report.

Kelowna is also to have a second ozoner, competition to the Boyd Drive-In. It will be built by Penticton interests, and will hold 500 cars.

Odeon circuit for the summer season in its suburban theatres are on a policy of running one complete show nightly at 7.30, with twin bills featured.

VETERAN

(Continued from Page 1)

for many years. The late Bill Hartnett was one of the original members of the Projectionists' Union, which received its charter at the turn of the century, and was president of Local 257 from 1919 to 1925.

Frequent visits to local hospitals for special treatment of a serious internal ailment that bedded him down for long periods, never seemed to dampen the spirit of the widely-known and popular behind-the-scenes theatre man, who, at the time of his death, was chief projectionist for Famous Players Canadian Corporation in Ottawa and District. He leaves his wife, the former Gladys Crawley, a son, William D., one brother and two sisters.

Lorre In Keaton Film

Hollywood: Famous actor Peter Lorre has been signed by Paramount for the plum role of Hollywood's leading silent-film director in the VistaVision filming of "The Buster Keaton Story," a Robert Smith-Sidney Sheldon production to be directed by Sheldon. Lorre will be the lead support to the co-starring trio consisting of Donald O'Connor (as Keaton), Ann Blyth and Rhonda Fleming.

Seaway Closing Cameo, Morrisburg

Toronto: With Morrisburg about to lose its Main Street in the construction of the seaway and hydro projects on the St. Lawrence River, the town will lose its present theatre, the Cameo, which has operated for years. No announcement has yet been issued regarding a new site farther from the river.

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On the Beam

(Continued from Page 1)

stations operating in Canada serving approximately 9,000,000 English-speaking Canadians, and two CBC and three private stations serving some 4,000,000 French-speaking Canadians.

Seven new stations began operations in 1955-56, and applications are before the Board for a number of additional privately-owned stations. To date, no privately-owned station license has been granted in opposition to a CBC station, and the CBC supplies all of the privately-owned stations now operating with a national program service.

CBC's national program service amounting to between 40 and 45 hours a week in English and between 35 and 40 hours a week in French was developed for distribution to areas served by CBC stations and to other communities through the co-operation of privately-owned stations. As at March, 1956, over 55 per cent of the English service, and more than 85 per cent of the French, was Canadian-produced.

However, the outlook for the future looks pretty dismal, according to the CBC's annual report, and unless the Government comes up with another method of financing the operations of the CBC, the government agency must look forward to a disastrous deficit next year. As the report states: "For the year 1956-57, a decline in revenue from the excise tax on sales of television sets was expected, as some heavily populated areas began to approach saturation. No large increase in commercial revenues for the corporation during the year could be foreseen since it would have no new transmitting facilities of its own going into operation.

"But in the year ahead, the corporation faced a considerable increase in expenditures for television to maintain the services in the two languages for a full 12 months on the scale as at March, 1956; to meet previous commitments for new operations during the year; and to permit normal development of the service provided to the existing 33 stations and those to come into operation during the year.

"The corporation had some surplus funds, accumulated from previous years to put forward toward meeting operating deficits in 1956-57. But particularly in television it faced a situation as the year began

F. J. A. McCarthy Gets New U Executive Post

New York: Universal Pictures Company, the American distributing organization for Universal-International Pictures, has elevated Frank J. A. McCarthy, Southern and Canadian Sales Manager for the past 15 years, to the post of assistant general sales manager to replace the late Raymond E. Moon, who passed away recently.

McCarthy's post as Southern sales manager will be filled by the promotion of Henry H. Martin, for the past five years a district manager with headquarters in Dallas. The Canadian part of McCarthy's previous title has been dropped, as Canadian distribution is handled by Empire-Universal Films Ltd., with A. W. Perry its president.

Frank McCarthy is well known and well liked by everyone in the Industry, and is a popular figure in Canada, where he visited many times since his appointment in 1941 as Southern and Canadian Sales Manager.

Loew's Profit Off

New York: Consolidated net profit of Loew's Incorporated including theatre subsidiaries, for the 40 weeks ended June 7, 1956, was reported to be \$2,698,261. This is equal to 51c per share on 5,303,447 shares outstanding compared with \$4,514,242, or 88c per share on 5,142,615 shares of stock outstanding in the corresponding period for the previous year.

Gross sales and operating revenue for these 40 weeks of the current fiscal year amounted to \$127,992,000 against \$131,272,000 for the same period of the previous year.

in which it would have to reduce television service considerably unless some additional special provision for funds was made.

"Pending decisions by parliament regarding the future financing of the national broadcasting system, on which the Royal Commission on Broadcasting was to report, the corporation was planning to maintain services and carry out essential developments within the limits of resources available."

In other words, unless the taxpayers come up with a new source of funds for the CBC, it will have to curtail its services considerably. Those who support the CBC consider such a curtailment "unthinkable", but those who want the television field left open to private enterprise, will probably cheer the report.

RKO DRIVE

(Continued from Page 1)

ginning August 31st, Walter Branson stated: "We have a dual purpose in instituting the 'Dan O'Shea Drive.' First, it will give us an opportunity to show the entire motion picture industry the new RKO in action. Secondly, it gives all of us in sales a means of expressing to our President, Mr. O'Shea, our deep appreciation for his efforts under the new RKO management in giving us merchandisable product and a renewed and active interest in our daily activities."

Among the top RKO productions scheduled to be released during the "Dan O'Shea Drive," are "The First Travelling Saleslady," first film to be produced under the aegis of the new RKO management, "Back From Eternity," "Tension At Table Rock," "Beyond a Reasonable Doubt," "Public Pigeon No. 1," "Run of the Arrow," "Bundle of Joy" and "The Brave One."

LEAVENS

(Continued from Page 1)

Circuit, the new subsidiary headed by Ralph Dale. Jim Harrison, formerly with Sam Fingold's National Theatres, is in charge of publicity and advertising for RTC and Bill Munro and Keith Wilson are the bookers.

BATTLE

(Continued from Page 1)

Rosenberg's Scenic Drive-In. Dydzak's answer to this was an advertisement inserted in the Hamilton Spectator requesting all his patrons to keep the passes to the Scenic and he would honor them any night at either the Clappin or the Hamilton Drive-In.

HAINES

(Continued from Page 1)

as a salesman for First National Pictures, he then became a Branch Manager for First National, and subsequently was appointed a District Manager. Mr. Haines then became Eastern and Canadian Sales Manager, Southern Division Manager and Western Division Manager. In 1941, he was elected Vice-President of the Vitagraph Corp. Since 1943, Haines has been Western Division Sales Manager for Warner Bros. Pictures, Inc.

"I know of no one," Mr. Kalmenson said, in announcing the appointment of Haines as General Sales Manager, "more uniquely equipped by experience and personality to hold the important post of distribution head than Roy Haines. He is one of the most respected and best liked figures in the entire motion picture industry, and I am delighted and proud that he has seen fit to accept the position as my successor."

"Babies" Cast Grows

Hollywood: Rita Johnson has been cast in an important role in RKO's "The Day They Gave Babies Away," starring Glynis Johns, Cameron Mitchell, Patty McCormack and Rex Thompson. Allen Reisner directs "Babies," with Sam Wisenthal producing.

Dailey Goes Straight

Hollywood: Dan Dailey will hang up his dancing shoes for his next picture, having been signed by MGM to co-star with John Wayne in "The Wings of Eagles." He will portray a Navy mechanical wizard and close friend of Frank (Spig) Wead, to be played by Wayne. The picture is scheduled to start soon with John Ford directing.



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PEG DRIVE-IN

(Continued from Page 1)

According to one paper, Mr. Diamond will lodge a formal protest concerning alleged "theatre monopoly" in Winnipeg, with the Combines Investigation Commission in Ottawa. He alleges that the Circus Drive-In "is being prevented by other drive-in theatres and film distributors from getting the newer movies that the public wants." He charges that three of Greater Winnipeg's major drive-in theatres are chain-owned, and as such, are providing second and third-run pictures in order that the chain's downtown theatres are not hurt attendance-wise."

Mr. Diamond further stated, in reports carried in the daily press, that "many drive-in theatres in Eastern Canada and the United States are showing first-run moving pictures." When the Circus started letting people in for nothing, the legality of its stand on taxes was checked, as the Circus pays no provincial amusement or "seat" tax on its free admissions. Says the provincial government: "Inasmuch as the highest price is nil, and the tax is 10 per cent of nil, the tax is nil."

Diamond's charges have been refuted by theatre chain owners, who state that as "downtown movie theatres pay the distributors more than neighborhoods or drive-ins

can," therefore naturally they get first-runs.

Meanwhile, the free admissions every night at the Circus Drive-In are bringing in capacity crowds, forcing the management to turn cars away. Reports here are that the concession stand is doing a booming business, grossing as high as \$2,500 per week, giving the theatre a satisfactory profit on its operations, since it is paying a nominal flat rental to the distributors for the pictures it is obtaining.

N. B. Diamond's charges of "monopoly" were termed "ridiculous" by representatives of both exhibitors and distributors contacted by The Digest. As one theatre executive pointed out, the "bidding" system of picture-buying in the U.S. has resulted in a number of drive-ins obtaining first-run pictures in opposition to regular theatres, but this does not apply in Canada. In certain smaller situations, where there is possibly only one regular theatre, plus a drive-in, the regular theatre cannot possibly absorb all the product released during a year from all the distributors, and the drive-in, as a result buys pictures which the regular theatre must pass up. However, in the majority of all situations, the regular theatre charges considerably higher admission scale than the drive-ins, and since most top features are sold on percentage

UA Title Change

Hollywood: The title of Bel-Air Productions' "Wanton Murder" has been changed to "Black Stockings." The mystery, based on Peter Godfrey's novel, will begin principal photography, on location at Kanab, Utah, on July 30 for United Artists release.

terms, the distributors naturally prefer to sell to the regular theatres first, and subsequently to the drive-ins.

Insofar as the Canadian Motion Picture Distributors' Association is concerned, the whole affair in Winnipeg is strictly an exhibitors' problem, according to Clare Appel, executive secretary of the Association, who pointed out that the Association, as a body, could not, and would not, take any stand on the argument. "The individual distributors have a perfect right to sell their product to the Circus Drive-In, or any other exhibitor in Canada, as they see fit," said Mr. Appel. "The Association never interferes in any manner, with the companies' sales policies, and any suggestion of 'monopoly' as far as the distributors are concerned is completely false."

Licensee of the Circus Drive-In is Max Shnier, brother-in-law of Harold Diamond, who manages the theatre. Shnier is Branch Manager for IFD in Winnipeg.

Lloyd Nolan Cast

Hollywood: Lloyd Nolan has been signed by Copa Productions to co-star with Tyrone Power and Mai Zetterling in "Seven Waves Away," which is before the Cinema-Scope cameras in London. Richard Sale directs the Columbia release from his own screenplay, with Ted Richmond as executive producer and John R. Sloan producing.

Sturges To Complete Hemingway Picture

Hollywood: John Sturges has been signed by Leland Hayward to complete the direction of "The Old Man and the Sea," film version of Ernest Hemingway's Nobel and Pulitzer Prize novel which Hayward is producing for Warner Bros.' presentation, with Spencer Tracy in the starring role, following the resignation of Fred Zinneman, the starting director.

U-I Buys Indie Film

Hollywood: Universal-International has completed negotiations with Jewel Enterprises for the acquisition of "Beast of the Amazon," starring John Bromfield and Beverly Garland. The completed film, directed by Curt Siodmak from his own original, was filmed in its entirety in color in the head hunters region of the upper Amazon with the assistance of the Brazilian government.

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